

My patients are vaccine hesitant

Tom Bledsoe MD FACP 6/16/2021

*What's a good
doctor to do?*

Proposing a
medical
test or
treatment

Offer

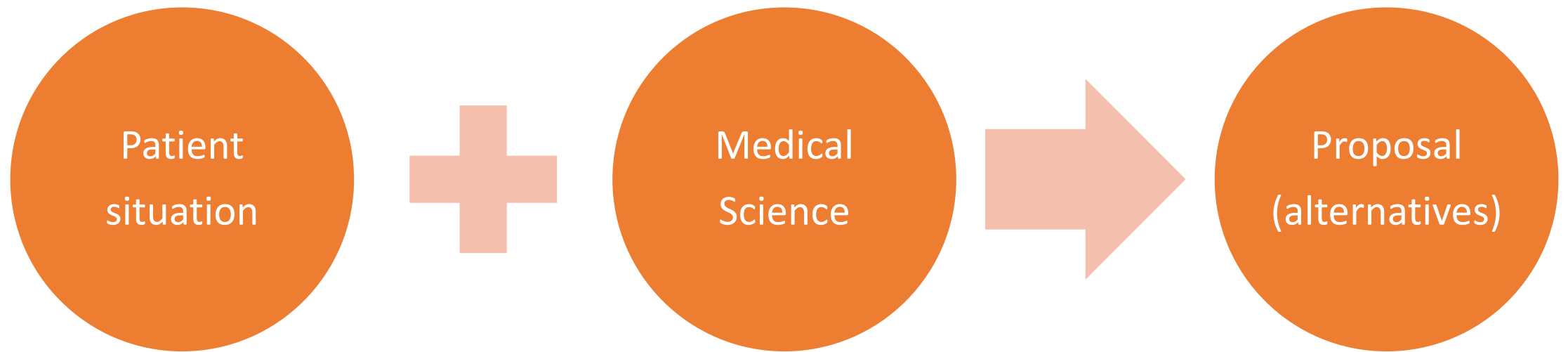
Educate and offer

Seek to persuade

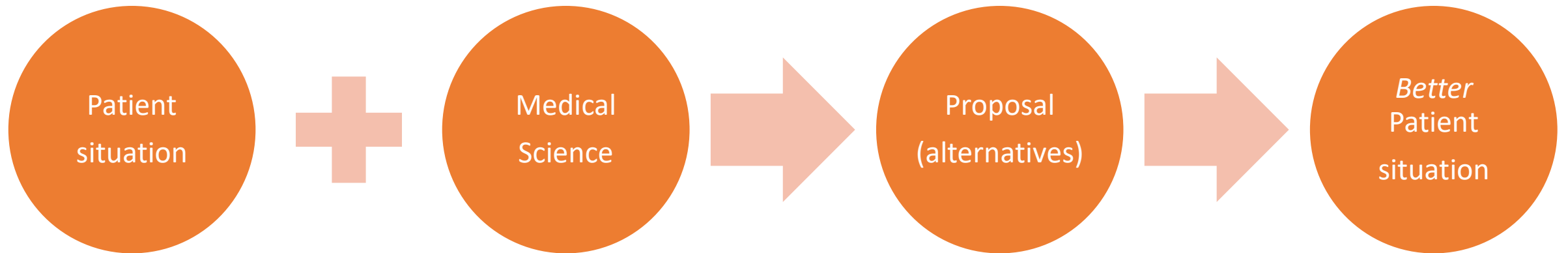
Incentivize

Require

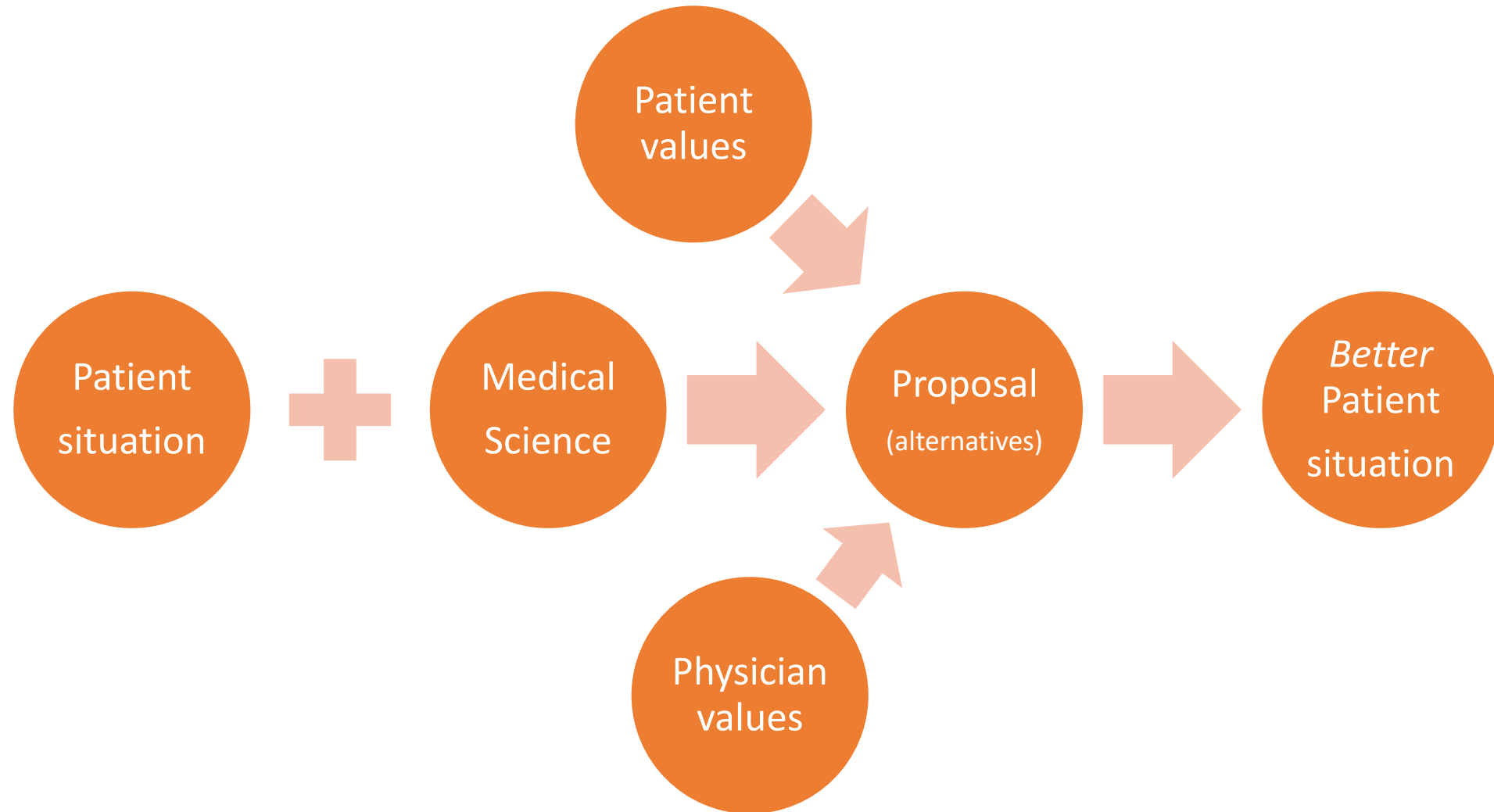
Simplified view




Nuanced view



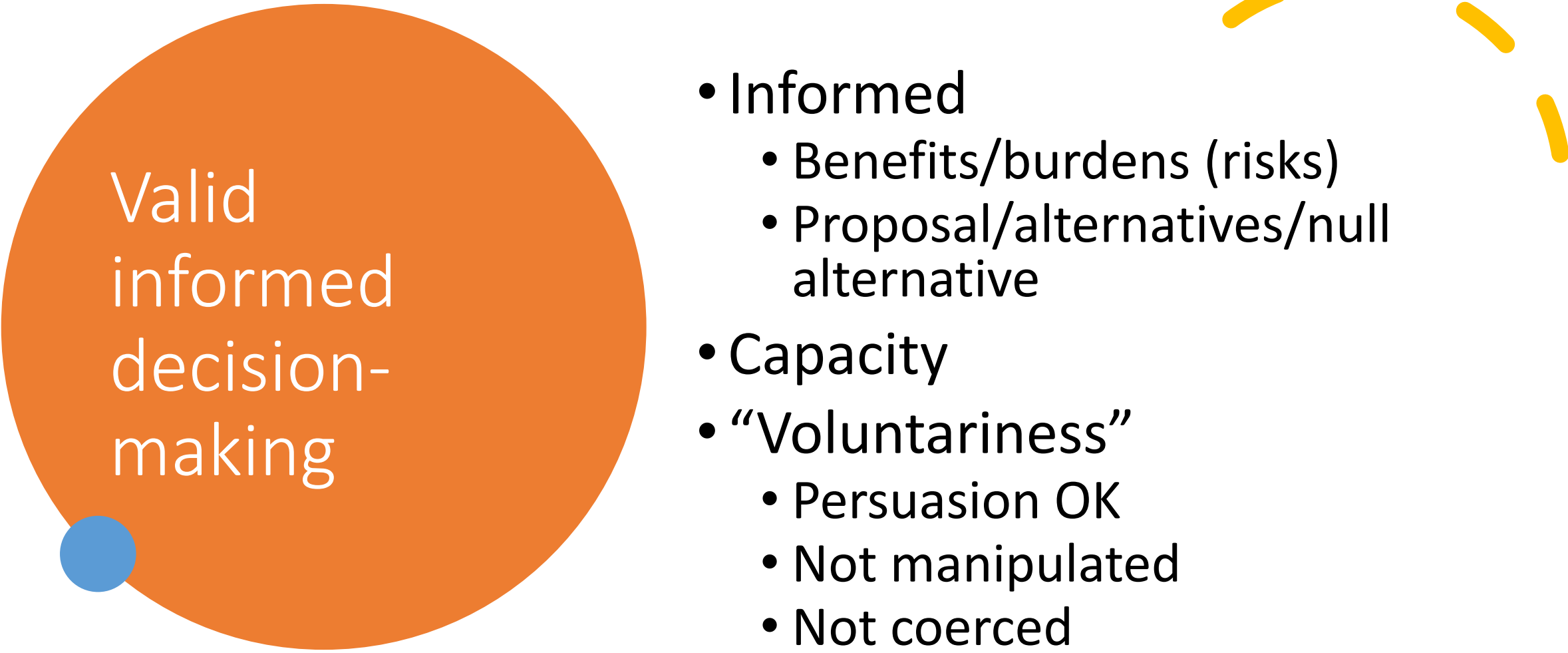
Shared Decision-making





From
assent
to
*valid informed
decision-
making*

- Assent
- (to) consent
- Informed Consent
- Informed Decision-making
- Valid informed decision-making



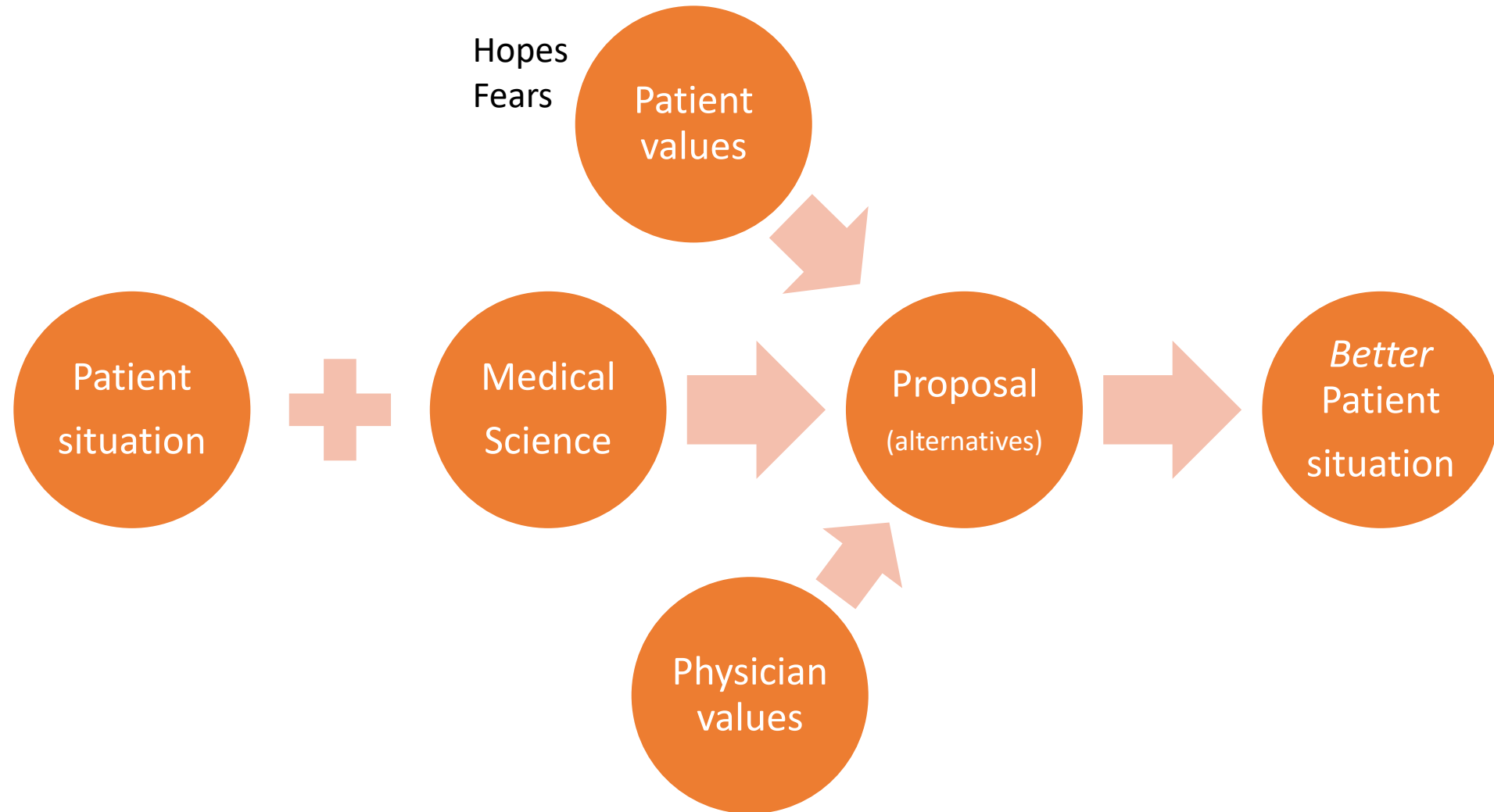
Valid informed decision- making

- Informed
 - Benefits/burdens (risks)
 - Proposal/alternatives/null alternative
- Capacity
- “Voluntariness”
 - Persuasion OK
 - Not manipulated
 - Not coerced

4 models of the Physician- patient relationship

- Paternalistic
- Informative
- Interpretative
- Deliberative

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Rational persuasion

Emotional persuasion

Rational persuasion

- ***What we know...***

- Vaccines are safe and effective
- Side effects are common and go away
- 2 shots plus two weeks*
- Vaccines are readily available
- Fully vaccinated people can start returning to many normal activities

- ***What we are still learning...***

- Does vaccination prevent spread?
- How long does the vaccine last?
- How many have to be vaccinated for “herd” immunity?
- Will the vaccine work against variants?

Emotional persuasion

Last year was so crazy between lack of information, misinformation, changing information, it is natural to have become skeptical...

Three weeks ago a healthy (but hesitant) patient of mine died after his daughter brought home the virus, now she has no dad...

You know many people who are not vaccinated are not wearing masks...

I'd guess many in your family or social circle are worried about you...

I'm worried about you!

CAVE! Be a scientist first, anecdotal medicine is bad medicine.
